



2017 BNC Award Finalists Announced

The OCNA is proud to recognize the outstanding work produced each week by our member newspapers and showcase it to readers and advertisers. Thank you to everyone who submitted entries for the 2017 BNC Awards. Finalists in each category are listed in alphabetical order below. First, second and third place winners will be presented during the Awards Gala on Friday, April 20 at the Sheraton Parkway Toronto North Hotel & Suites in Richmond Hill. Online registration for the Spring Convention and Awards Gala will be available soon. Watch your inbox and ocna.org for more registration details!

General Excellence Awards

GE01 - Class 1: Circ. 1,999 & under

Kincardine Independent
Listowel Banner
Minden Times
Honourable Mention: New Hamburg Independent
Honourable Mention: Thamesville Herald

GE02 - Class 2: Circ. 2,000 - 3,499

Fort Frances Times
Haliburton County Echo
Parry Sound North Star

GE03 - Class 3: Circ. 3,500 - 6,499

Eganville Leader
Niagara This Week, Town Crier
Nunavut News/North

GE04 - Class 4: Circ. 6,500 - 12,499

Sponsored by: Metro Creative Graphics
Bracebridge Examiner
Haliburton Highlander
Niagara this Week, The Leader

GE05 - Class 5: Circ. 12,500 - 22,499

Dundas Star News
Orangeville Banner
Stittsville News
Honourable Mention: Elmira-Woolwich Observer

GE06 - Class 6: Circ. 22,500 - 44,999

Sponsored by: Northern News Services
Sarnia Journal
Sudbury Northern Life
Waterloo Chronicle

GE07 - Class 7: Circ. 45,000 & over

Etobicoke Guardian
Hamilton Mountain News
Oshawa This Week
Honourable Mention: Scarborough Mirror

GE08 - Class 8: College & University

Algonquin College - Algonquin Times
Humber College - EtCetera
Loyalist College - The Pioneer

College/University Awards

CU01 - Student Feature Writing

Sponsored by: Ontario General Contractors Association
Algonquin College - Rebecca Atkinson
Durham College - Toby Van Weston
Fanshawe College - Angela McInnes
Honourable Mention: University of Waterloo - Ramona Leitao
Honourable Mention: Durham College - Travis Fortnum

CU02 - Student News Writing

Sponsored by: Ontario Journalism Educators Association
Algonquin College - Nicole McCormick
Fanshawe College - Jessica Thompson
Humber College - Brandon Richard Austin, Tyler Bloomfield, Erian Amor De Los Reyes, Ken Kellar
Honourable Mention: Algonquin College - Devyn Barrie
Honourable Mention: Durham College - Travis Fortnum

CU03 - Student Photography

Algonquin College - Nicole McCormick
Loyalist College - Noah Park
Loyalist College - Vanessa Tignanelli
Honourable Mention: Loyalist College - Yader Guzman

CU04 - Best College/University Newspaper Website

Algonquin College - algonquintimes.com
Durham College - chronicle.durhamcollege.ca
University of Waterloo - uwimprint.ca

Continued on Page 4 >>>



**WHAT'S
INSIDE:**

125 YEARS OF EXPERIENCE

Staff of Cornwall Seaway News
receive Quill Awards.

See Page 3

2017 JUNIOR CITIZENS ANNOUNCED

The 2017 Junior Citizens will be recognized
by OCNA for their outstanding achievements.

See Page 6

AVOID THE ACCIDENTAL SALES JIBE

Selling and sailing have a lot in
common. Consider the jibe.

See Page 10

2017 Insurance Bureau of Canada Community Award *in memory of Mary Knowles*



DEADLINE IS FEBRUARY 26, 2018

Nominate someone today for this prestigious award. The Insurance Bureau of Canada Community Award in Memory of Mary Knowles recognizes both the contributions of individuals and the intimate connection community newspapers have with their communities.

Nominations will be accepted until February, 26, 2018.

This year's recipient will be invited to accept the award at OCNA's Better Newspaper Awards Gala on Friday, April 20, 2018 at the Sheraton Parkway Toronto North Hotel and Suites in Richmond Hill. Travel and accommodations will be provided for the recipient. All nominees will receive a certificate recognizing their valuable contributions to their communities.

This year's recipient will be announced on March 9, 2018.

Nomination Criteria

- *Nominees will be considered for their outstanding personal, volunteer contributions in their communities. They are committed to the growth and development of their community, preserve their community's history and heritage, devote time and energy to the social and cultural aspects of their community, and make their community a better place.*
- *Nominations must be made by an owner/employee of an OCNA member newspaper. Supporting documentation may come from the community.*
- *Nominees must be over the age of 18 and be an owner or employee of an OCNA member newspaper, working in any department. Nominations may also be made for a couple, providing one person is an owner/employee of a member newspaper.*
- *Volunteer contributions must have taken place during 2017 although length and duration of service will be considered.*
- *Judging will be done by members of the community newspaper industry. The Judges' decisions are final.*

NEWSCLIPS VOLUME 07, ISSUE 01

37 Front Street E, Ste 200
Toronto, ON M5E 1B3
P. 416-923-7724
w. www.ocna.org
e. info@ocna.org

OCNA BOARD

PRESIDENT	Ray Stanton
VICE PRESIDENT	Rick Shaver
SECRETARY/ TREASURER	John Willems
PAST PRESIDENT	Dave Adsett
DIRECTORS	Craig Barnard Gordon Cameron Abbas Homayed Alicia McCutcheon Darren Murphy Margaret Zwart



IN THIS ISSUE...

062017 ONTARIO JUNIOR CITIZENS ANNOUNCED
08THE GREAT DIVIDE
09UPCOMING ONLINE MEDIA CAMPUS WEBINARS
10AVOID THE ACCIDENTAL SALES JIBE
11EMPTY SPACE...OR NEGATIVE SPACE?
13HR PREDICTIONS FOR 2018

OCNA STAFF

EXECUTIVE DIRECTOR	Caroline Medwell
CONTROLLER	Corey Blosser
MEMBER SERVICES	Kelly Gorven Karen Shardlow
ACCOUNTING	Lucia Shepherd
AD*REACH	Erica Leyzac Pam Portt Carolyn Press

The OCNA Board of Directors Is Seeking Volunteers

The OCNA is looking for volunteers who would be willing to put their names forward to serve on the association's board of directors. The board meets three to four times a year (usually in Toronto) and holds conference calls and e-mail votes as required. The term of each board member is generally three years.

Any publisher, editor or other high ranking person within an OCNA member newspaper or company (provided they're over 18 years old) can submit their name to the Nomination Committee for consideration. While the committee does try to maintain a balance between corporate and independent directors, as well as provide representation from across the province, there are no quotas for any one category or location of member.

If you'd like to put your name forward or find out more about the board please contact committee chair Dave Adsett at 519-843-5410 or dave@wellingtonadvertiser.com by Friday March 2, 2018.

Once all expressions of interest have been received, the Nomination Committee will meet to recommend a slate of directors to the membership at the AGM.

Thank you for your interest in helping Ontario's Community Newspapers stay strong.



*Affordable media insurance for
Canadian Community Newspapers*

*Service includes: Libel, Invasion of Privacy,
Plagiarism, Piracy, Infringement of Copyright,
Pre-Publication Hotline*

*Contact us for a quote:
416-923-7724 ext. 4423*

OCNA MEMBER SPOTLIGHT

OVER 125 YEARS OF NEWSPAPER EXPERIENCE

Earlier this month, Colleen Parette and Kim Poirier Froats of Cornwall Seaway News each received Silver Quill Awards from News Media Canada for '25 years of distinguished service to the news media industry.' They join Jennifer Mayer and Rick Shaver, who are already recipients.

Combined, these four TC Media employees have over 125 years of service in the newspaper industry.

Shaver started in the industry in 1978 in the sales department of a daily. In 1985 he was one of the co-owners and founders of Seaway News, which turns 33 years old this year.

Jennifer Mayer started with Seaway News in the production department in 1988 (31 years of service this year) and is now a CSR with the sales department.

Colleen Parette started with Seaway News in 1989 as a part-time college student doing her placement and was hired full time in 1990 (28 years of service). She became Production Manager in 2005.

Kim Poirier Froats (26 years) also works in the Production Department. Kim started her career at another newspaper and has been with the Cornwall Seaway News since 2004.

When people ask how we've managed over the past years, the answer is simple says Shaver, "it's because of dedicated and valued staff like these three employees."

Seaway News has recently said good bye to two key employees. Diane Lafrance retired after 21 years of service and after 15 years, Matthew McConnell has started a new career.

Shaver adds, "I've been very lucky to have great staff and making the presentations to them in my capacity as Vice President of the Ontario Community Newspapers Association was an honour. Good staff makes for a good product."



(Nick Sebruch/ TC Media)

Pictured from left-to-right: Seaway News General Manager Rick Shaver, Graphic Designer Kim Froats, Production Manager Colleen Benton-Parette and Sales Coordinator Jennifer Mayer.

BNC Award Finalists in Alphabetical Order

>>> Continued from Front Page

Premier Awards

PC01 - Arts & Entertainment

Manotick Messenger
Niagara This Week, Town Crier
Ottawa West News
Honourable Mention: Oshawa This Week
Honourable Mention: Listowel Banner
Honourable Mention: Port Perry Star

PC02 - Best Business and Finance Story

Burks Falls Almaguin News
Haliburton County Life
Ottawa Hill Times

PC03 - Best Editorial, circ. over 10,000

Sudbury Northern Life
Waterloo Chronicle
Whitby This Week
Honourable Mention: Sarnia Journal
Honourable Mention: Waterdown
Flamborough Review

PC04 - Best Editorial, circ. under 9,999

Burks Falls Almaguin News
East Gwillimbury Express
Nunavut News/North

PC05 - Education Writing

Sponsored by: Ontario Journalism Educators Association
Elmira-Woolwich Observer
Ottawa South News
Toronto Canadian Jewish News

PC06 - Environment Ontario

Northumberland News
Nunavut News/North
Wasaga/Stayner Sun

PC07 - Feature Writing, circ over 10,000

Sponsored by: O'Donnell, Robertson & Partners
Burlington Post
Oshawa This Week
Waterloo Chronicle

PC08 - Feature Writing, circ under 9,999

Sponsored by: O'Donnell, Robertson & Partners
Haldimand Press
Minden Times
Nunavut News/North
Honourable Mention: New Liskeard
Temiskaming Speaker

PC09 - Health & Wellness

Barrhaven Independent
Collingwood Connection
Toronto Canadian Jewish News

PC10 - Heritage

Sponsored by: Fort Frances Times
Barrie Advance
Collingwood Connection
Kitchener Post

PC11 - Best Investigative News Story

Guelph Mercury Tribune
Haliburton, The Highlander
Pelham Voice of Pelham
Honourable Mention: Whitby This Week

PC12 - Best News Story, circ over 10,000

Sponsored by: Hydro One Networks Inc.
Burlington Post
Guelph Mercury Tribune
Mississauga News

PC13 - Best News Story, circ under 9,999

Sponsored by: Hydro One Networks Inc.
Brockville Recorder and Times
Manotick Messenger
Nunavut News/North
Honourable Mention: Aylmer Express
Honourable Mention: Eganville Leader

PC14 - Best Rural Story

Sponsored by: Ontario Federation of Agriculture
Caledon Enterprise
Uxbridge Cosmos
Waterdown Flamborough Review

PC15 - Best Feature/News Series, circ over 10,000

Sponsored by: Hydro One Networks Inc.
Brampton Guardian
Mississauga News
Ottawa Hill Times
Honourable Mention: Ottawa East News

PC16 - Best Feature/News Series, circ under 9,999

Sponsored by: Hydro One Networks Inc.
Haliburton, The Highlander
Nunavut News/North
Parry Sound North Star

PC17 - Sport & Recreation Story

Georgina Advocate
New Hamburg Independent
Oshawa Express

PC18 - Best Headline Writing

Glanbrook Gazette
Haldimand Press
New Hamburg Independent

PC19 - Humour Columnist of the Year

Haliburton County Echo - Steve Galea
Niagara This Week, Fort Erie Post - James Culic
Toronto Canadian Jewish News - David Levine

PC20 - Columnist of the Year

Dundas Star News - Gordon Cameron
Minden Times - Jim Poling
Petrolia Lambton Independent - Heather Wright

PC21 - Reporter of the Year - Stephen Shaw Award

Sponsored by: Ontario Power Generation
Manotick Messenger - Jeff Morris
Peterborough This Week - Todd Vandonk
Richmond Hill/Thornhill Liberal - Kim Zarzour
Honourable Mention: Burlington Post - Tim Whitnell
Honourable Mention: Norfolk News - Jeff Tribe
Honourable Mention: Scarborough Mirror - Mike Adler
Honourable Mention: Mississauga News - Roger Belgrave

PC22 - Best Feature Photo

Oakville Beaver
Ottawa West News
Petrolia Lambton Independent
Honourable Mention: Whitby This Week
Honourable Mention: Thamesville Herald

PC23 - Best Photo Layout

Nunavut News/North
Ottawa West News
Toronto Bloor West-Parkdale Villager

PC24 - Best Sports Photo

Ajax Pickering News Advertiser
New Liskeard Temiskaming Speaker
Sarnia Journal
Honourable Mention: Cambridge Times
Honourable Mention: Ottawa East News
Honourable Mention: Grimsby Lincoln News

PC25 - Best Spot News Photo

Burlington Post
Minden Times
Sarnia Journal

PC26 - Best News Photo

Dundas Star News
Ottawa Hill Times
Ottawa West News
Honourable Mention: Ottawa South News
Honourable Mention: Aylmer Express

PC27 - Most Creative Grip and Grin Photo

Belleville News
Carleton Place/Almonte Canadian Gazette
Newmarket Era/Aurora Banner

PC28 - Photographer of the Year

Ajax Pickering News Advertiser - Sabrina Byrnes
Milton Canadian Champion - Graham Paine
Peterborough This Week - Lance Anderson
Honourable Mention: Petrolia Lambton
Independent - Heather Wright

PC29 - Cartoonist of the Year

Brant News - Dave McCreary
Cambridge Times - C.A. Grey
Ottawa Hill Times - Michael de Adder
Honourable Mention: Stoney Creek News - Mike Vukovich

PC30 - Community Service

Aylmer Express - Aylmer Library Public Forum
Barrie Advance - Project Lifesaver
Haliburton, The Highlander - Save Local YWCA Shelter

PC31 - Best Vertical Product

Cornwall Seaway News - Cornwall Living 2017
Innisfil Journal - Our Innisfil
Ottawa Hill Times - Power & Influence, Summer 2017
Honourable Mention: Toronto Canadian Jewish News - Canada 150

PC32 - Best Front Page, circ over 10,000

Sponsored by: Laurentian Publishing
Newmarket Era/Aurora Banner
Oshawa This Week
Sudbury Northern Life
Honourable Mention: Ajax Pickering News Advertiser
Honourable Mention: Markham Economist & Sun

PC33 - Best Front Page, circ under 9,999

Sponsored by: Laurentian Publishing
Burks Falls Almaguin News
Haldimand Press
Nunavut News/North
Honourable Mention: Manitoulin Expositor

PC34 - Best Sports Section

Sponsored by: Metroland Media, Southwestern Ontario Division
Elmira-Woolwich Observer
Haliburton County Echo
Whitby This Week
Honourable Mention: New Liskeard
Temiskaming Speaker

PC35 - Special Section, circ over 10,000

Fergus Wellington Advertiser - Canada 150
Peterborough This Week - Creative Kids
Sarnia Journal - Sarnia 1867: A Special Canada Day Feature
Honourable Mention: Guelph Mercury Tribune - Canada 150 supplement

PC36 - Special Section, circ under 9,999

Eganville Leader - Happy St. Patrick's Day
Mitchell Advocate - Mitchell Hawks 50th Anniversary
Parry Sound Beacon Star - Parry Sound & Area Progress

PC37 - Best Creative Ad

Cornwall Seaway News
Drayton Community News
Markham Economist & Sun
Honourable Mention: Renfrew Mercury

PC38 - In House Promotion

Aylmer Express
Burlington Post
Fergus Wellington Advertiser
Honourable Mention: Cornwall Seaway News

PC39 - Local Retail Layout

Sponsored by: Metro Creative Graphics
Fergus Wellington Advertiser
Manitoulin Expositor
Renfrew Mercury

PC40 - Original Ad Idea

Drayton Community News
Milton Canadian Champion
Waterdown Flamborough Review
Honourable Mention: Haldimand Press
Honourable Mention: Burlington Post

PC41 - Use of Process Colour

Alliston Herald
Caledon Enterprise
Haldimand County, The Sachem

PC42 - Best Community Website/WebPortal, circ over 10,000

Elmira-Woolwich Observer - ObserverXtra.com
Fergus Wellington Advertiser - wellingtonadvertiser.com
Toronto Canadian Jewish News - cjnews.com
Honourable Mention: Burlington Post - burlingtonpost.com

PC43 - Best Community Website/WebPortal, circ under 9,999

Blyth/Brussels Citizen - northhuron.on.ca
Huntsville Forester - muskokaregion.com
Parry Sound North Star - parrysound.com
Honourable Mention: Fort Frances Times - fftimes.com

PC44 - ONLINE Special Project/Event/ Breaking News Coverage

Belleville News
Ottawa Hill Times
Ottawa West News

PC45 - Multimedia Online/Best Online Experience for a Story

Hamilton Mountain News
Peterborough This Week
Stoney Creek News
Sudbury Northern Life

Want to contribute to NewsClips?

If you have news you would like to share about your paper, please send information

to newsclips@ocna.org.

Photos are always welcome!

2017 Ontario Junior Citizen Finalists Announced

The 2017 Ontario Junior Citizen Finalists have been selected and will be recognized by OCNA member newspapers for their outstanding achievements. The 12 individuals are future leaders making conscious efforts to see change in society and are working hard to make a difference both locally and globally. Although very different and unique, they all share one aspect in common - they are all truly inspiring, and their stories illustrate creativity, determination and generosity.

These final recipients and their families will be invited to a special ceremony in Toronto to receive their award.

The 2017 Ontario Junior Citizens, listed in alphabetical order:

Graham Beer, 17, Cobourg

Graham is Executive Producer and Host for Cobourg Media, an online news and multimedia business he launched at the age of 12 with a complete studio set up in his basement. He has videotaped and reported hundreds of events within his community, proving to be an ambassador and strong supporter for various organizations and fundraising events including Walk a Mile in Her Shoes and Ribfest Harvest Festival. Through his Cobourg Media Christmas Specials, he has raised over \$6,000 for the Salvation Army and Northumberland Food Share. His passion for journalism has led to many great opportunities, including a segment on CityTV covering Vimy Ridge's 100th Anniversary from France. He believes "it only takes one decision to make a difference that can empower others to make a substantial impact that can last a lifetime".

Marcus Deans, 16, Windsor

Marcus' many contributions include extra-curricular activities within his school and community, as well as personal achievements in science research. As Vice-Chair of the Young Philanthropists, he has helped raise \$7,000 and presented grants to low-income schools and community organizations within the city of Windsor. His involvement as Co-President of his school's Student Council helped collect 10,000 cans (from a school of fewer than 150 students) to help feed hungry and less fortunate people at the Downtown Mission.

Marcus is also a STEM enthusiast and his \$2 water filter for developing counties, the 'NOGOS', won best Junior Prize at the Canada-Wide Science Fair in 2015. More recently, he concluded research on inhibitors of the Zika Virus and identified 14 compounds with high potential for stopping the dangerous disease.

Lucas Gordon, 16, Ancaster

Five years ago, Lucas poured his love of Halloween into a fundraising initiative and transformed his parent's garage into a haunted house, encouraging visitors to donate one non-perishable food item as admission. The charitable movement saw more than 600 guests in its first year and collected more than 250 pounds of non-perishable items for a local food bank.

Just a couple of years ago he founded a company called RedReach, which is an online job posting and application platform, specifically for youth employment. RedReach has partnered with McMaster University, and has been accepted into the McMaster Startup Business Incubator, The Forge, making Lucas the youngest person to have been accepted into the business incubator. In addition, among



many other notable contributions on his resume, Lucas also recently joined Plan International Canada's I AM A Girl National Speakers Bureau as a Public Speaker, and advocates for female rights.

Frank Hong, 16, North York

Frank has been volunteering with his local constituency since he was just nine years old. During the 2015 Federal Election campaign he was voted as one of the Liberal Party's youngest Community Team Leaders. His extensive work in politics and advocacy landed him a spot on MUCH's first youth digital series, SIDES*. As a panelist on the show, Frank discusses current events and issues with an intelligent, thoughtful and moderate perspective.

Just a couple of Frank's noteworthy achievements include holding the position of Vice President of the Toronto District School Board's Super Council, representing over 250,000 students, and helping coordinate many city-wide events. In addition, a first-place finish at the HOSA International Leadership Conference and a team-effort invention of the Epi-Strip (a more effective, painless method for delivering epinephrine doses) earned Frank the position of National Officer at HOSA Canada.

Ramsay Jackson, 13, Greensville

Ramsay is a hero. His courage and noble qualities essentially saved a Life Skills Class from being dismantled. His school was slated for amalgamation, and an original plan saw the Life Skills Program being terminated, with intent to disperse special needs students throughout the school board. Ramsay recognized a need to advocate for those who, he felt, didn't have a voice, and took it upon himself to create a petition called 'Keep Us Together'. He single-handedly collected more than 120 signatures at the small, rural school. His determination and strong moral compass had an impact and helped reverse the school board's intentions, ensuring the Life Skills Class remained intact for the future.

William McCormick, 16, Sudbury

Since becoming a member of the Chief's Youth Advisory Council last year, William has been an active leader and helped organize a Crime

Prevention Conference where he spoke about the positive impact volunteering can have on youth. Volunteerism is something William has practiced for many years, donating his time to a local food bank, nursing home, Big Brothers Big Sisters, Learning Disabilities Association and St. John Ambulance since the age of 10.

Most notably, however, William founded a national initiative called 'Service Not Forgotten', which provides personal support to homeless veterans in the form of backpacks filled with personal items. More than 5,000 items have been collected and donated to shelters across the country. The organization also raises awareness for the issue.

Autumn Peltier, 13, Wikwemikong First Nation

At just 13 years old, Autumn is a role model and veteran activist. She is proud to be Indigenous and feels very passionate about preserving the environment and creating awareness for the importance of clean drinking water. She was one of two youth advocates chosen to represent Canada during the 2015 Children's Climate Conference in Sweden, and during the 2016 Winter Meeting of Canada's Premiers in Vancouver, she addressed her concerns directly to Prime Minister Justin Trudeau. Autumn recognizes that water is the lifeblood of Mother Earth and it needs to be protected. Through traditional water ceremonies and speeches across the country, Autumn is helping to "make the world a better place for kids that come after her".

John Perry, 8, Collingwood

Despite challenges living with cerebral palsy and epilepsy, John remains focused on helping others and creating more accessible programs for children with physical disabilities. He is actively involved with the Ontario Track 3 Ski Association, a ski program for children with mobility challenges. John's cookie sales have raised over \$1,000 for the program to purchase specialized ski equipment, and as co-chair of the Disc Ability fundraising event, he has helped collect enough funds to install accessible washroom facilities. At just eight years old, John manages to approach each day with a positive attitude and inspires others to give back.

James Potvin, 9, Whitby

James had to overcome many social anxieties associated with Autism after he travelled 450km on a bicycle and raised \$10,000 for the Grandview Children's Centre. The ride garnered much attention and he was invited to many major news networks, local newspapers and radio stations across the province for interviews. Although the ride was intended solely to benefit the not-for-profit treatment centre, James also helped raise awareness for Autism and became a role model for others – especially those with development disorders - proving that anyone can accomplish something if they put their mind to it.

Subrana Rahman, 17, Toronto

Subrana's community has experienced gun violence, theft and substance abuse, but despite (or perhaps because of this) she strives for excellence and works diligently to help those in need. She has contributed to Pathways to Education for the past three years and has been awarded Best Director for her efforts. She helps newcomers to Canada feel more at home, cooks for the homeless, makes shelter beds and feeds the mentally/physically disabled. In addition, Subrana is currently registered in the MaST (Math Science and Technology) program at the Danforth Collegiate and Technical Institute. She is thriving in the program and somehow finds the time to balance her academics, extracurricular activities, work, family and friends.

Holly Tetzlaff, 17, Trenton

Holly chooses to focus on issues that are important to her and manages to find ways to make them important to others. She is founder of the 'Red Fish Route Environmental Awareness Campaign',

leading elementary students through hands-on experiments to raise awareness of disintegration rates of toilet paper vs. commonly flushed items. The program aims to develop environmentally-friendly habits. She has attended World Environmental Day as guest presenter and student panelist, and was an exhibitor at the Tri-County Children's Water Festival, which saw roughly 3,000 students attend.

In addition, she promotes peace through a global initiative she spearheaded called the 'Peace Crane Project'. Holly taught every student in her class how to fold an origami crane, which would each be accompanied by a letter explaining the project, a travel log to record its travels, and a request for the recipient to visit a symbol of peace in their community before sending it to someone else. Since then the entire student body, staff and administration have participated, and over the years, cranes from Holly's initiative have landed on almost every continent.

Daniel Zhang, 16, Scarborough

Daniel shows true dedication to his volunteer efforts, often travelling 1.5 hours to a hospital after school to help deliver meals. He has done so every week for the past few years and has consistently been involved in community activities since age eight. He spends his Saturdays playing the piano for recuperating patients to provide them with a soothing environment, and shows initiative and leadership skills that exemplify the good virtue of respectable citizenship. Additionally, Daniel demonstrates excellence in personal achievements academically and recently attended SHAD Summer Camp at the University of British Columbia, a competitive enrichment program in science, technology and entrepreneurship for gifted high school students from all over the world.

The Ontario Junior Citizen Awards are promoted through 280 member newspapers of the Ontario Community Newspapers Association. Nominations of eligible youth aged six to 17, are received through member newspapers committed to recognizing the outstanding leaders who are making a difference in their communities. Nominees may be involved in community service, are young people who are contributing to their community while living with a physical or psychological limitation, or individuals who have performed acts of heroism or bravery. Candidates are also recognized for being 'good kids' who show a commitment to making life better for others. A panel of judges unanimously agreed on the final award recipients.

CONNECT WITH US!

@OCNAAdreach

Follow us for frequent association updates,
industry news, upcoming
events and more!





The Great Divide

Daily & Weekly Publishers View Digital Benefits Very Differently

By Kevin Slimp

I recently conducted an annual survey of newspaper publishers in the US and Canada. With roughly 15 percent of publishers in these two countries participating in the survey, it's a good bet the results are representative of the industry as a whole.

Today, I'm going to analyze the differences in how daily and weekly newspaper publishers view the benefits of their digital efforts.

After visiting thousands of newspapers during my career, there's not much that catches me off guard about our industry these days. But I was a little surprised by the vast differences between the way daily and weekly newspaper publishers view the benefits of their digital efforts.

Question 10 of the survey, "How do you feel about the following statement: 'Our business would do just as well or better without a print version,'" was less divisive. It seems that both daily and non-daily publishers universally agree they wouldn't survive without a print version.

The differences arise in response to Question 11, "How do you feel about the following statement: 'Our business would do just as well or better without a digital version.'"

A whopping 59 percent of daily publishers responded, "That's ridiculous. We would be in worse shape without a digital/online edition."

Conversely, 68 percent of weekly publishers believe it either "is" or "might be" true that their paper would do just as well without a digital version. When you add in the number of folks who responded "other", then wrote they didn't have a digital presence, you have well more than 70 percent of weekly publishers wondering if there is any advantage to having a digital edition of their newspapers.

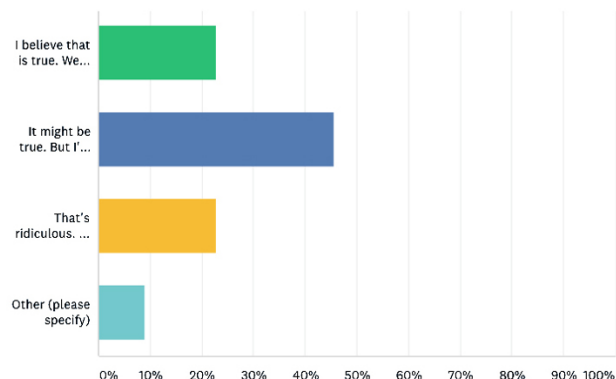
Looking further, the differences of opinion between publishers of 'healthy' newspapers and 'unhealthy' newspapers is not as glaring. While 59 percent of publishers who rated their paper's health as "very healthy" or "relatively healthy" indicated their papers might be better off without a digital version, 54 percent of publishers who rated the health of their papers as "unhealthy" or "near death" felt the same about their digital efforts. Not a huge difference.

The results are even more striking when asked about the benefits of social media. Only 22 percent of non-daily (less than four issues per week) newspaper publishers report seeing any benefit, financial or otherwise, from their social media efforts. Compare that to 60 percent of daily newspaper publishers who see some type of benefit from their social media efforts and it's clear there are some real differences between the results of social media at daily and non-daily newspapers.

I'm fascinated by the responses to these surveys. As I hear from publishers and others after seeing the results of our past surveys, it's apparent that folks are often surprised to find their newspapers aren't so different from others. This is especially true when we look at categories like newspaper ownership models (a full 50 percent of US and Canadian newspapers are not part of any group, with only 11 percent being part of

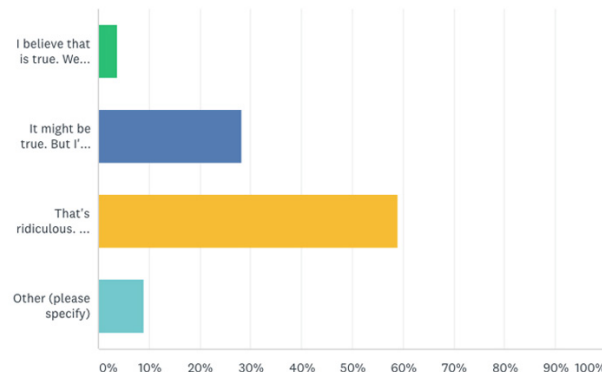
Q11 Weekly Newspaper Publishers

How do you feel about the following statement: "Our business would do just as well or better without a digital version."



Q11 Daily Newspaper Publishers

How do you feel about the following statement: "Our business would do just as well or better without a digital version."



a large regional or national group) and circulation (average circulation is less than 6,000).

I often hear attendees at conferences respond, "I thought we were different from everyone else."

There's some solace, I believe, from realizing you're not alone. At the same time, we can gain some benefit from learning what is working at other newspapers similar to our own.

KEVIN SLIMP serves as director of the Institute of Newspaper Technology. He is a faculty member of the University of Tennessee College of Communication and Information.

ONLINE MEDIA CAMPUS WEBINARS:

OCNA has teamed with the Online Media Campus to help the association fulfill its mission of providing affordable and relevant training to members.

■ Thursday, February 22 - Workflow Automation Tools for Newsrooms of Any Size

From publishing, to social media, to editing video, to working in the CMS, there are so many different dashboards, logins and systems to manage. Penny Riordan will highlight tools that some small-to mid-size newsrooms have used to automate some of these processes. This includes hacks for calendar entries, social media workflows and tools like Zapier, Slack and IFTTT to connect more products and dashboards.

Cost: \$35 USD

Meet the Presenter:

Penny Riordan is the director of digital audience engagement for GateHouse Media. She works every day with newsrooms across the company on growing audience, and also manages analytics across GateHouse. Prior to coming to GateHouse, she worked at Patch.com and newspapers in Maryland and Connecticut.

■ Friday, March 2 - Flipping Objections on the Spot!

Objection handling is a skill that all sales people need to master. Ryan Dohrn will highlight the six most common objections media sales people face on a daily basis and show you how to flip those objections into closed deals with ease and style. Because Ryan sells every day, these objections and scenarios are timely, relevant and practical. Ryan will dig deep into objections like, "I'm moving all my advertising to social media." And, "I am not seeing ROI from print." And, "Why don't you just write an article about my company?" This workshop is designed to give sales reps at all levels the skills they need to walk into a conversation with an advertiser with confidence. With 25 years experience in the media sales business, Ryan has heard it all. And because he still sells media today, his responses will be relevant, timely and right on the mark!

Cost: \$35 USD

Meet the Presenter:

Ryan Dohrn is the founder of media sales strategy firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in seven countries. Ryan's 25 year media sales and marketing career includes leadership roles at PennWell Publishing, Disney/ABC TV and the New York Times Company. Ryan works with over 50 newspapers per year and has a deep passion for the newspaper business. He is an Emmy Award winner, business book author and has been featured in USA Today and Forbes.com Ryan currently works on a monthly basis with over 75 media companies and their related sales and management teams.

■ Thursday, March 22 - Understanding Analytics

An overview of how to use Google Analytics. As an editor, what trends should you be looking for to steer coverage? And what can you glean from the numbers, including actionable items? We will take a look at how the numbers can help drive major projects, and what you can be bringing to your news meetings. Sherri Horton, GateHouse's data scientist, will help you look into this important field.

Cost: \$35 USD

Meet the Presenter:

Sherri Horton is a data scientist for GateHouse Media. She's been working in digital marketing, SEO, social media and analytics for the past six years. Horton is currently working to bring the power of predictive intelligence to local news.

For more information and to register, visit: www.onlinemediacampus.com.

One Way to Avoid the Accidental Sales Jibe

By John Foust
Raleigh, NC

Selling and sailing have a lot in common. Consider the jibe.

A sailboat cannot sail directly into the wind, but it can sail at angles to the wind. The closest point of sail is approximately 45 degrees to the left or right of the wind direction. Turning the bow (the front) of the boat to change direction from one side of the wind to the other is called a tack. That's a common maneuver which is fairly easy to execute.

Things are more complicated when sailing downwind. With the wind directly behind the boat, the mainsail is positioned far to the left or right – sometimes extended to a perpendicular angle. The wind is pushing the boat, the sail is full, and there is a lot of power at play.

A jibe happens when the boat is heading downwind and the wind changes from one side to the other. When the skipper executes a jibe, the wind crosses the stern (the back) and the sail moves to the other side of the boat. That's a long way for a heavy sail to travel. If it doesn't happen gradually, the sail can swing violently and cause a lot of damage. If there is a sudden wind shift – or if the skipper isn't in complete control – the result can be an accidental jibe. In heavy wind, an accidental jibe can cause serious injuries or break the mast.

'Wind at your back' is a general phrase that means things are going well. It's true that, when sailing downwind, a boat can move smoothly through the water. But experienced skippers know it's important to be careful with turns.

There are times when a sales person sails downwind. The sales conversation is positive and the prospect is showing genuine interest. Then all of a sudden, something puts the entire presentation at risk. At those times, the veteran sales person knows to be on guard for an

uncontrolled jibe.

Of all the risky points in a presentation, it's hard to find one riskier than the temptation to criticize the competition. The prospect might say, "I'm also considering radio advertising," or "Our marketing department is pushing for a different media mix." If the sales person jumps in with critical comments, he or she can quickly lose control. Responding with criticism is like saying, "You're wrong. I can't believe you would even consider such a lousy advertising choice." That's a jibe that can do a lot of damage.

One way to deal with this is to make a comparison. Instead of making a negative remark, say something like, "Let's compare our paper to the radio stations in the market. Here's a chart showing each station's audience figures and our readership."

Just about every sales presentation has opportunities to criticize the competition. That's why it's a good idea to prepare comparisons in advance. We all know that criticism can kill sales and damage client relationships. Relevant comparisons can help advertising prospects make informed decisions.

It all leads to smooth sailing.

(c) Copyright 2018 by John Foust. All rights reserved.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

Make Money With Network Classifieds

OCNA's Network Classified Advertising is an easy way for you to earn additional revenue. Upsell your retail and classified advertisers and receive a 35% commission.

LOGO ADS: OCNA recently introduced logo ads as an option. An All Ontario 25-word ad WITH LOGO and enhanced text is \$975.

You already know that advertisers in community newspapers get results. Help your advertisers extend their reach into a region of the province, across Ontario, or right across the country. They Win - You Win.

The Possibilities are endless:

- > Online Revenue - any retailer with a web site. Let the Networks drive traffic to their site for increased sales
- > Real Estate - any agent with vacation properties, commercial properties and luxury homes. Buyers from outside your newspaper distribution area need to know
- > Events - Fairs, Markets, Shows, Theatre, Concerts or Sports. Spread the word to draw more people
- > Help wanted - Trades and other positions that individuals would relocate or commute to

Contact OCNA Network Classified Coordinator Lucia Shepherd for full details at l.shepherd@ocna.org or 416-923-7724 ext 4423.

Empty Space...or Negative Space?

By Ed Henninger
Henninger Consulting

When I was still working at a newspaper, I showed the cover of a special section to my managing editor. I'll call him Joe.

In the bottom left of the cover was a patch of negative space, about two inches square.

Here's how the conversation went:

Joe: "Why are you showing me something that's unfinished? Come back when the cover is done."

Me: "But it is done."

Joe: "But there's empty space in the corner there. I guess it just didn't print right."

Me: "No, Joe. That's not empty space. It's negative space. It's part of the

design."

Joe: "Oh." (Long pause). "But what's going to go there?"

Me: (Slowly becoming frustrated). "Nothing, Joe. It's negative space, put there to add to the overall look and feel of the cover."

Joe: "Ah." (Another long pause). "So...what are you gonna put there?"

Me: (Remembering to stay calm). "We're not going to put anything there, Joe. It's negative space. It's part of the design."

Joe: "Oh... OK. I've got to get to the news meeting. Just let me know what you decide to put in that hole."

Me: "Sure, Joe."

So I cleared the cover and it went to press and I waited for Joe to give me a hard time about not putting anything in the negative space.

He never mentioned it.

I tell that story to help illustrate the concept and value of negative space.

Negative space, just like text, headlines, photos and other design elements, is very much an important part of your design - especially on features pages and photo pages.

One of my mantras is: 'Negative space creates a positive force'. Often, it's because of the negative space surrounding elements that the elements receive greater impact.

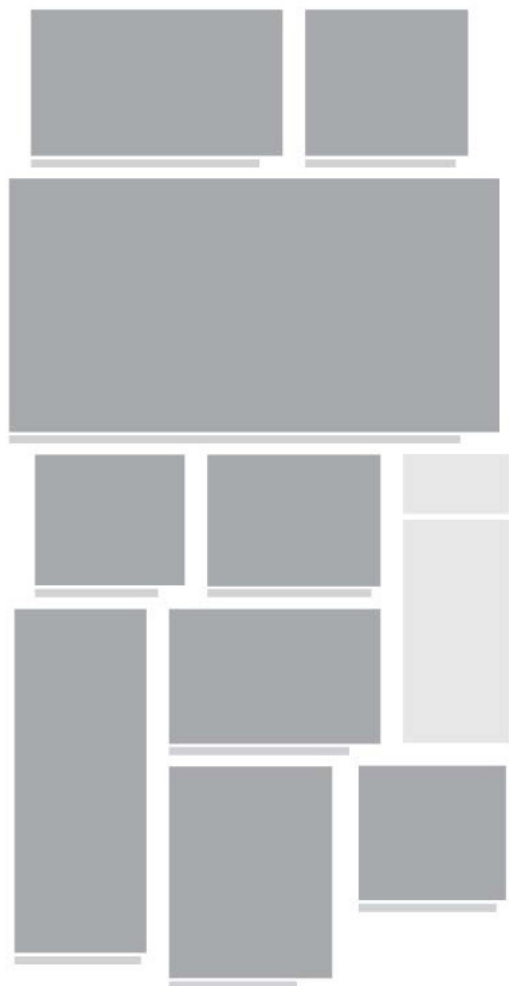
It's not just something you haven't filled yet. It's space that you purposely place into a design. It's a positive element. You put it there because it improves the design. It's an integral part of it. Without that negative space, the design just doesn't work.

Without proper use of negative space - even in the spacing and structure of inside news pages with ads - packages on the page and elements within those packages would be a crammed, cluttered mess, making it hard on readers to make sense of what's before them.

On photo pages, many think every inch of space must be filled. Wrong! When we strive to do that, we often crop the photos to fit and that can result in poor cropping and sizing. But if we lay the photos in and use some generous negative space around the outside edges of the page, we can create a package that uses the photos better.

So, don't be a Joe. Don't feel like every inch of space must be filled with a visual element.

If negative space is called for...use negative space. You'll find there's more 'there' there than you thought.



Some might see the space on the outside edges of this page as 'wasted'. I see it as good use of negative space.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting, offering comprehensive newspaper design services at: www.henningerconsulting.com. WANT A FREE evaluation of your newspaper's design? Just contact Ed at edh@henningerconsulting.com | 803-327-3322

PRESS IDENTIFICATION CARDS

OCNA can provide you with laminated, business card-sized Press Cards.

The cost is \$10 each for the first three, and \$5 for each one thereafter.

PRESS CARD

This certifies the individual identified has been awarded Press Credentials by the Publisher of this newspaper, and is to be used for identification purposes.



RAY STANTON
Owner

London Publishing Inc.
416-505-0707
5404 Eglinton Avenue West
Suite 214
Toronto, ON M9C 5K6



This newspaper on the reverse side is, as of date of issue, a member in good standing of the Ontario Community Newspapers Association (OCNA) www.ocna.org

2018


Caroline Medwell, Exec. Director

Nov. 21, 2017
Date

To place an order, please contact Kelly Gorven at k.gorven@ocna.org or call 416-923-7724 ext 4439 for the Publisher's Authorization Form and instructions.



HR Predictions for 2018

By Ron Guest, TwoGreySuits

Ok, I know you've all been waiting for this. What will companies be doing in 2018 that will improve manager-employee relationships and bottom-line profits, while at the same time increasing morale and productivity, and lowering turnover?

Drum roll please....

Companies will be talking to their employees! I know I know, you're already doing that, right? But, what I mean is that structured purposeful one-on-one meetings with managers and employees will become much more commonplace in 2018, and for companies already doing this, they will certainly want to increase the quality of these one-on-one communications. These meetings will be scheduled and also somewhat scripted in terms of what is normally discussed. Organizations that truly want to get ahead of the curve will be providing their managers with training on how to properly provide feedback and how to coach/manage employees and how to do effective one-on-ones.

This is about to become so common in business that the annual performance review will eventually become extinct in its current form. Employees will certainly be happy about this and eventually employers will too, as they see things changing in a very positive way in terms of employee commitment and productivity.

Regular one-on-one meetings give managers the opportunity to provide real-time feedback so there will be an increased likelihood of changing employee behaviour and reinforcement of the good behaviours.

I have had my fair share of one-on-ones over my career, both receiving and providing. If a one-on-one is done properly, employees should leave the meeting feeling motivated, supported, valued, inspired and clear about their responsibilities and how they are doing. If not done well, employees will feel helpless, like they are being judged, or their efforts are not appreciated, and in many cases, will decide to seek other employment. Structured one-on-ones are the perfect opportunity for coaching (understanding employee thought processes and perceived barriers) and also to shape employee behaviour by offering constructive and also positive feedback.

The value of managers doing one-on-ones properly is the most powerful/impactful and controllable thing a manager can do in managing people – there I said it!!!

So, what do you talk about in a one-on-one???

This is a business meeting. You talk business; what are they working on, accomplishments, what about progress to goals set, any problems, barriers, ask how you can help. In fact ask how you can help at every one-on-one, so employees know the question is coming. More importantly, when they ask for help, make sure you do indeed help them. Here you find what drives them, what motivates or de-motivates them, what energizes them, what fears or worries do they have, what ideas do they have? This is also the time we provide positive feedback for things they

are doing well, so this behaviour is repeated in future. We also provide constructive feedback to seek a change in behaviour. This can often involve showing them a better or more efficient way of completing a task they do routinely.

Essentially the one-on-one is the best place to build the foundation of a strong relationship between manager and employee. Be prepared to tell any company news so that the person is not hearing it through the grapevine. For new employees, very good idea to ask retention type questions such as: Is this job turning out as you expected? Why or why not? What is it that your last company did that we should consider doing here?

The ideal one-on-one is casual, conversational and documented. It's also consistent, and that consistency is what develops trust and also preparedness for both parties. Employees should prepare for the meeting by having their goal status ready and to ask any questions or seek help or advice from the manager.

Another reason I predict companies will be taking one-on-ones more seriously is because managers are starting to understand the link between highly engaged employees and the quality of the direct relationship employees have with their manager. It is somewhat surprising to me that there are still many managers out there who truly do not know what employee engagement is. But it is changing. The world-wide research is so compelling of the link between profitability and highly engaged employees, that managers at some point will not have a choice to ignore the key drivers of having a highly engaged workforce.

TwoGreySuits is a leading-edge provider of on-line human resource management information, processes, tools and forms servicing the North American market. They have linked the HR practices associated with the key drivers of Employee Engagement in the form of an online training application for managers utilizing the vast amount of well-organized information on the website. The HR Power Centre and HR Hot Line is simple and free for OCNA members. Visit <https://ocna.twogreysuits.com/sign-up/> to sign up today.





WWW.OCNA.ORG